CHAPTER I
INTRODUCTION

This chapter presents and discusses the research background, the research problem, the research objectives, the research significance, the scope and limitation, and definition of key terms.

1.1 Research Background

Genre analysis explores discourse features in the extensive framework of the communicative event and attempts to equip the establishment of the discourse features in the structuring of author’s intentions and institutional appearances (Swales, 1990). The important knowledge of the genre to help language learners to master all discourse is widely acknowledged for over two decades (Swales, 1990). All interaction is a specific type of interaction that is included in a common genre and represents a definite interaction speech and characteristically in the form of construction (Bakhtin, 2010). As we know, genre analysis is a form of discourse analysis which is divided into two types; written language and spoken language. There are many studies that can be conducted in genre analysis. In this case, this study focuses on what people do with language in specific situation and context, namely genre analysis of bargaining conversation.

Bargaining is known as an activity to reach an agreement between the seller and the buyer but at the moment it is going on social economic relations of linguistic activity (Wagner, 2015). Bargaining conversation is an informal conversation that mostly happens in the marketplace. It shows that there
are exchange activities in the market (Kapchan, 1996). As it occurs, exchange activities have long played a significant role in the development of systematic-functional genre theory (Mithcell, 1975).

The genre of bargaining is divided by different cultural and social economic factors that contribute to limiting and shaping the genre in a particular cultural context (Badarneh, Al-Momani, & Migdadi, 2016). In the bargaining process, there are structural elements which consist of greeting, seller attention, service, dealing, closing, and goodbye (Lamoureux, 1988). The aim of the current study is to analyze bargaining conversation in Indonesian traditional market using a genre analysis approach. Specifically, this study examines the rhetorical structure and investigate the linguistic features of the persuasive language of bargaining conversation in Indonesia using a corpus analysis.

The previous studies have been conducted in the development of genre analysis of bargaining conversation in different cultural context (e.g., French, 2001; Orr, 2007; Badarneh, Al-Momani & Midgdadi, 2016) and have shown that the structure of activities that sellers and buyers may engage in falls into three general groups (i.e., valet frame, consultation frame, and transaction frame). The result reveals that the activities involved in the valet and consultation frames make up what is generally thought of as “service,” which is additional and supportive of the activity of bargaining an exchange in the transaction frame. The three frames, thus, are often related to service confluence (Orr, 2007).

In Indonesia, the significant aspect that influences efficacy to deal with the seller is the language politeness. Different ethnicity of the backgrounds, custom level
and compliance with norm also varies. Later on, those will affect the politeness or impoliteness of speakers (Juwadi, 2017). Some Indonesians fully uphold the norms of modesty in language (Muslich, 2007). Rachman (2015) talks about is not the people of Indonesia if no bargain when buying something even notified that its price is the fixed price, nonetheless would be negotiable. In addition, bargaining also included as a material of teaching English in Indonesia as noted in Kurikulum 2013 (K13) in indicator 2.5. Hence, the important roles of bargain power in the bargaining conversation cannot be denied. In bargaining conversation, people need to have strong words to reach a fixed price. The present study aims to provide a socially oriented characterization of the spoken genre found in traditional Indonesian local markets.

Further, the study about bargaining conversation analysis in Indonesia is hardly ever done. This fact refers to the gap for the current studies. Considering this gap, this study attempts to analyze bargaining conversation to see how Indonesian practice their bargaining conversation’s culture. It is expected that this, in turn, will provide an insight into those who are interested in bargaining conversation and discourse analysis.

1.2 Research Problem
To achieve the aims of the study, the following research problem is drawn.

1. What is the rhetorical structure of bargaining conversation in Indonesia?
2. What are the linguistic features of bargaining conversation in Indonesia?

1.3 Research Objectives
In line with the research problems, the purpose of the study is as follow.
1. To identify the rhetorical structure of bargaining conversation in Indonesia.

2. To investigate the linguistic features of bargaining conversation in Indonesia

1.4 Scope and Limitation

As noted previously, genre analysis has several domains that can be analyzed. Moreover, this study focuses on one of growing occurrence, specifically genre analysis of bargaining conversation. Bargaining conversation is one of the cultural activities that mostly occurs everyday. It has many different styles and pattern of bargaining are influenced by cultural characteristics. Although this kind of research may be limited in terms of the chosen countries, this study focuses on Malang, Indonesia. For many Indonesian, bargaining is regarded as a challenge to reach a cheap or fair price between a seller and a buyer. The way to bargain varies with culture.

This study focuses on bargaining conversation in the traditional market, namely Pasar Besar on Pasar Besar street Klojen Malang Indonesia. A traditional market has excellence rather than modern market because the fixed price is determined by the agreement of sellers and buyers. In addition, a traditional market is a place for sellers and buyers to engage in bargaining process to come up with an agreed price. Different tactics or strategies may be used, nullifying a potential win-win solution because of the decline of mutual trust. The significant things of bargaining power in Indonesia is the language politeness, some Indonesians strongly uphold the norms of modesty in language.
In addition, the limitation of this study focuses on woman’s clothing store. Further, this study attempts to investigate the rhetorical structure and the linguistic features of bargaining conversation in Indonesian traditional market.

1.5 Research Significance

The result of this study is expected to give useful information about the genre analysis of bargaining conversation in Malang, Indonesia.

1. English Teacher

It can be used as information about various teaching speaking strategies especially in giving suggestion and bargain’s theme which is included in the 2013 curriculum (K13), particularly indicator 2.5. It is expected that the teacher can develop their creativity in applying the rhetorical structure of bargaining conversation in Indonesia. Moreover, this study could be introduced to the students as the materials related to the way buyer and seller interact, the way seller present goods and services to the buyer, and the buyer can examine goods.

2. Research in the Field

The result of this study can be the reference for the future research, mainly for bargaining context in Indonesia. As we know, the investigation for genre analysis of bargaining conversation is hardly ever done. In addition, this study could be one of the studies that introduce the bargaining power of bargaining conversation in Indonesia.
1.6 Definition of Key Terms

The following definitions are given to make readers have the same understanding or perception of some terms used in this study. They are also intended to avoid misunderstanding and ambiguity. They are described as follows:

1. **Genre Analysis** is a new approach to analyze an oral and written text for English Specific Purposes.

2. **Bargaining** is an activity to reach an agreement between the seller and the buyer but at the moment it is going on social economic relations of linguistic activity (Wagner, 2015).

3. **Rhetorical Structures** is a structure of language in the discourse structure.

4. **Linguistics Feature** is the structure, nature, and variation of language, including phonetics, phonology, morphosyntax, semantics, sociolinguistics, and pragmatics.

5. **Traditional Market** is the place where the buyers and sellers meet to have transaction between them also sellers and buyers can trade directly to bargain.